



**USAID**  
FROM THE AMERICAN PEOPLE

**TURKMENISTAN**

## FIRST PERSON

# Business Model Guides Entrepreneur

**Entrepreneur applies American concepts to develop a successful business in Turkmenistan**



*"In the United States, I learned that working conditions are very important if you want to retain good experts in your company and promote its success,"*

- Aybolek Polliyeva, director of Cosmedie Spa beauty salon

Realizing that what's good for the environment is also good for her business, Aybolek Polliyeva has successfully applied the marketing concepts she learned in the United States to the beauty salon and spa she has opened in Turkmenistan.

It was after returning from a training program in Seattle, Washington, organized by the USAID Community Connections program, that Aybolek opened her day spa. Today, Cosmedie Spa has gained a reputation for excellence in service. Highly qualified specialists, trained by Ms. Polliyeva, offer a wide range of beauty treatments using ecologically sensitive products. Customers appreciate the quality and attention to detail that is a hallmark of her new enterprise.

In developing a business model, Aybolek and her business partner paid special attention to concepts Aybolek brought from her trip in the United States.

During a 3-week USAID-funded professional training program in Seattle, Washington, Ms. Polliyeva and nine other entrepreneurs from Turkmenistan visited various factories in the United States to meet with their American counterparts. During seminars, workshops, and site visits, Turkmen entrepreneurs had an opportunity to familiarize themselves with a variety of business-related topics. They learned how American companies promote long-term growth and sustainability, used team-based management practices and incentive-based labor management, create opportunities for staff training, and design innovative product promotion and marketing techniques.

Ms. Polliyeva says that she learned to place a high priority on ensuring that all employees have good physical working space, utilize modern equipment, and receive adequate compensation for their work. Ms. Polliyeva is grateful for her participation in the Community Connections program. "In the United States, I learned that working conditions are very important if you want to retain good experts in your company and promote its success. I want to say thank USAID and its Community Connections program that helped make this trip possible."